

**LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of estimating purchases made by customers of a supplier of interest from other suppliers, wherein the method is performed on a computer, and wherein the method comprises:

reading panelist data regarding purchases made by panelists from the supplier of interest and purchases made by the panelists from the other suppliers, wherein the panelists are a subset of the customers, and wherein the purchases made by the panelists from the supplier of interest are independent of the purchases made by the panelists from the other suppliers;

determining a relationship between the purchases made by the panelists from the supplier of interest and the purchases made by the panelists from the other suppliers;

reading customer data regarding purchases made by the customers from the supplier of interest;

based upon the customer data and the relationship, estimating the purchases made by the customers from the other suppliers;

aggregating the panelist data and the customer data according to categories;

and

performing an unrotated principal components factor analysis on at least one of the aggregated panelist data or the aggregated customer data; and

generating at least one factor matrix for scoring at least one of the panelist data or the customer data based on said aggregating and said performing [[an]] the unrotated principal components factor analysis.

2. (Canceled)

3. (Previously Presented) The method of claim 1 wherein the aggregated data includes a number of dollars that each panelist spent with the supplier of interest by category and a number of dollars that each panelist spent with the other suppliers by category.

4. (Original) The method of claim 3 wherein the aggregated data includes share for the supplier of interest and share for the other suppliers by category.

5. (Canceled)

6. (Previously Presented) The method of claim 1 further comprising determining predictor variables based upon at least one of the aggregated panelist data and the aggregated customer data.

7. (Previously Presented) The method of claim 6 wherein the predictor variables include the following:

factors  $F_1$  through  $F_i$  resulting from the unrotated principal components factor analysis;

a total number of trips in which dollars were spent in a category; and

a total number of dollars spent in a category.

8. (Previously Presented) The method of claim 7 wherein the predictor variables also include the following:

- the squares of the factors  $F_1$  through  $F_i$ ;
- interdependent factors based upon products of the factors  $F_1$  through  $F_i$ ;
- a square of the total number of trips; and
- a square of the total number of dollars.

9. (Previously Presented) The method of claim 6 wherein the predictor variables include factors  $F_1$  through  $F_i$  resulting from the unrotated principal components factor analysis.

10. (Original) The method of claim 9 wherein the predictor variables also include the squares of the factors  $F_1$  through  $F_i$ .

11. (Original) The method of claim 9 wherein the predictor variables also include interdependent factors based upon products of the factors  $F_1$  through  $F_i$ .

12. (Original) The method of claim 6 wherein the predictor variables include a total number of trips in which dollars were spent in a category.

13. (Original) The method of claim 12 wherein the predictor variables also include a square of the total number of trips.

14. (Original) The method of claim 6 wherein the predictor variables include a total number of dollars spent in a category.

15. (Original) The method of claim 14 wherein the predictor variables also include a square of the total number of dollars.

16. (Previously Presented) The method of claim 6 further comprising determining criterion variables based upon at least one of the aggregated panelist data and the aggregated customer data.

17. (Previously Presented) The method of claim 16 wherein determining criterion variables comprises dividing the panelists into buckets and of determining the criterion variables as the number of panelists in each bucket.

18. (Previously Presented) The method of claim 16 further comprising executing a routine to generate a set of scoring rules, and creating new predictor variables based upon the scoring rules.

19. (Previously Presented) The method of claim 18 wherein creating new predictor variables based upon the scoring rules comprises inputting the panelist data and the customer data to the scoring rules by product category and by bucket of panelist IDs and summing an output of the scoring rules by product category and by bucket.

20. (Previously Presented) The method of claim 18 further comprising performing a linear regression based upon the new predictor variables and the criterion variables to generate the relationship, wherein the relationship is a linear relationship.

21. (Previously Presented) The method of claim 20 wherein estimating the purchases made by the customers from the other suppliers comprises applying the customer data to the linear relationship.

22. (Previously Presented) The method of claim 1 further comprising performing an unrotated principal components factor analysis on at least one of the panelist data and the customer data.

23. (Previously Presented) The method of claim 22 further comprising determining predictor variables based upon at least one of the panelist data and the customer data.

24. (Previously Presented) The method of claim 23 further comprising determining criterion variables based upon at least one of the panelist data and the customer data.

25. (Previously Presented) The method of claim 24 further comprising performing a linear regression based upon the predictor variables and the criterion variables to generate the relationship, wherein the relationship is a linear relationship.

26. (Previously Presented) The method of claim 25 wherein estimating the purchases made by the customers from the other suppliers comprises applying the customer data to the linear relationship to estimate the purchases made by the customers from the other suppliers.

27. (Previously Presented) The method of claim 1 further comprising performing an unrotated principal components factor analysis on the customer data.

28. (Previously Presented) The method of claim 27 further comprising performing a linear regression based upon the panelist data to generate the relationship, wherein the relationship is a linear relationship.

29. (Previously Presented) The method of claim 28 wherein estimating the purchases made by the customers from the other suppliers comprises applying the customer data to the linear relationship.

30. (Currently Amended) A method of estimating purchases made by customers of a supplier of interest from other suppliers, wherein the method is performed on a computer, and wherein the method comprises:

reading customer data regarding purchases made by the customers from the supplier of interest;

reading panelist data regarding purchases made by panelists from the supplier of interest and purchases made by the panelists from the other suppliers, wherein the panelists are a subset of the customers, and wherein the purchases made by the panelists from the supplier of interest are independent of the purchases made by the panelists from the other suppliers;

based upon the customer data and the panelist data, estimating purchases made by the customers from the other suppliers;

aggregating the customer data and the panelist data according to categories;

and

performing an unrotated principal components factor analysis on at least a portion of the aggregated data; and

generating at least one factor matrix for scoring at least one of the panelist data or the customer data based on said aggregating and said performing [[an]] the unrotated principal components factor analysis.

31. (Canceled)

32. (Canceled)

33. (Previously Presented) The method of claim 30 wherein estimating purchases made by the customers from the other suppliers comprises determining predictor variables based upon the unrotated principal components factor analysis and upon at least a portion of the aggregated data.

34. (Previously Presented) The method of claim 33 wherein estimating purchases made by the customers from the other suppliers comprises performing a linear regression on the predictor variables to generate a linear equation for each category.

35. (Previously Presented) The method of claim 34 wherein estimating purchases made by the customers from the other suppliers comprises estimating the purchases made by the customers from the other suppliers in each category by plugging the customer data into the linear equation for each category.

36. (Previously Presented) The method of claim 30 wherein estimating purchases made by the customers from the other suppliers comprises performing an unrotated principal components factor analysis based upon at least one of the panelist data and the customer data.

37. (Previously Presented) The method of claim 36 wherein estimating purchases made by the customers from the other suppliers comprises creating a linear equation based upon results from the unrotated principal components factor analysis.



38. (Previously Presented) The method of claim 37 wherein estimating purchases made by the customers from the other suppliers comprises estimating the purchases made by the customers from the other suppliers by plugging the customer data into the linear equation.

39-42. (Canceled)

43. (Previously Presented) A system for estimating purchases made by customers of a supplier of interest comprising:

means for analyzing purchases made by the customers from the supplier of interest and purchases made by panelists from both the supplier of interest and other suppliers, wherein the panelists are a subset of the customers of the supplier of interest, and wherein the purchases made by the panelists from the supplier of interest are independent of the purchases made by the panelists from the other suppliers, the analyzing means to perform an unrotated principal components factor analysis based upon purchase data associated with at least one of purchases made by the panelists or purchases made by the customers, the analyzing means generating at least one factor matrix for scoring the purchase data based on said unrotated principal components factor analysis; and

means for estimating purchases by the customers from the other suppliers based upon the analyzed purchases.

44. (Canceled)

45. (Previously Presented) The system of claim 43 wherein the means for analyzing comprises means for determining a linear relationship based upon results from the unrotated principal components factor analysis.

46. (Previously Presented) The system of claim 45 wherein the linear relationship relates purchases made by the panelists from the supplier of interest to purchases made by the panelists from the other suppliers.

47. (Previously Presented) The system of claim 45 wherein the means for estimating is to estimate the purchases by the customers from the other suppliers based upon the purchases by the customers from the supplier of interest and upon the linear relationship.

48. (Previously Presented) The system of claim 43 wherein the means for analyzing comprises means for determining a linear relationship between purchases made by the panelists from the supplier of interest and purchases made by the panelists from the other suppliers.

49. (Previously Presented) The system of claim 48 wherein the means for estimating is to estimate the purchases by the customers from the other suppliers by inserting the purchases by the customers from the supplier of interest into the linear relationship.

50. (Previously Presented) The method of claim 1 wherein the estimating of the purchases made by the customers from the other suppliers comprises estimating by product category the purchases made by the customers from the other suppliers.

51. (Previously Presented) The method of claim 30 wherein the estimating of purchases made by the customers from the other suppliers comprises estimating by product category the purchases made by the customers from the other suppliers.

52. (Canceled)

53. (Previously Presented) The system of claim 43 wherein the means for estimating purchases by the customers from the other suppliers based upon the analyzed purchases comprises means for estimating by product category the purchases by the customers from the other suppliers based upon the analyzed purchases.

54. (Previously Presented) The method of claim 1, wherein the customer data comprises data associated with a preferred customer identification card.

55. (Previously Presented) The method of claim 30, wherein the customer data comprises data associated with a preferred customer identification card.

56. (Canceled)

57. (Previously Presented) The system of claim 43, wherein the customer purchase data comprises data associated with a preferred customer identification card.